keywords attached to the information data, comprising the steps of:

calculating a prediction value predicting a user's necessity degree for the provided information data on the basis of a user's input showing that the provided information data are necessary or unnecessary for the user; and

assigning the prediction value to each of the keywords.

34 (New). The method of claim 33, wherein the prediction value assigned to each keyword takes either a positive value or a negative value.

35 (New). The method of claim 33, wherein the prediction value is calculated on the basis of: a first frequency, at which the user shows that the information data included in the information to which each keyword is attached are necessary; and a second frequency, at which the user shows that the information data included in the information to which each keyword is attached are unnecessary.

36 (New). The method of claim 35, wherein the prediction value assigned to each keyword takes either a positive value or a negative value.

37 (New). The method of claim 33, wherein the prediction value is calculated on the basis of: a first frequency, at which the user provides an input showing that the provided information data are necessary; a second frequency, at which the user provides an input showing that the provided information data are unnecessary; a third frequency, at which the user shows that the information data included in the information to which each keyword is attached are necessary;

and a fourth frequency, at which the user shows that the information data included in the information to which each keyword is attached are unnecessary.

38 (New). The method of claim 37, wherein the prediction value assigned to each keyword takes either a positive value or a negative value.